

**Subject:** Re: URGENT: Need Letter of Support for Lights

**From:** John Darnell

**Date:** 11/18/2016 03:34 PM

**To:** Kim Sudhalter

**CC:** Don Duckworth <duckworth.donald@gmail.com>

Could I ask you a favor to call me at 4 p.m.? (323) 866-1828. Just want to talk about this first. Shouldn't be a problem though.

On Fri, Nov 18, 2016 at 2:25 PM, Kim Sudhalter <[kim@urbanlegendpr.com](mailto:kim@urbanlegendpr.com)> wrote:

Hi John:

Could you possibly write the Melrose BID a letter of support for our holiday lights? I'm so sorry for the short notice but we need this for Monday. BSL took forever to respond to me (as you saw) and now they're asking for it. The lights are due to go up on Tuesday night next week!

The basic details of what we're doing are below. Pictures are attached. Please let me know if you need any more info.

Thanks so much!

Kim

**Approach:**

- The mesh style lights I described at the last Board meeting are called "trunk lights" and are commonly seen wrapped around tree trunks at holiday time. See attached screen grabs of what they look like in blue and red.
- Each sheet fits perfectly around the area on a light pole between the brackets that hold pole banners (see attached photos).
- They plug into a timer at the top of each light pole. We spoke to the city and found out which would be allowed and how much they cost.
- We have 112 usable poles within the BID, based on last year's experience.

**Recommendation:**

- We recommend **putting white lights up on every pole throughout the BID** before Black Friday.
- To add to the effect, we would add new bows on the top (both sides) of each pole.
- Then, after the holidays, we would remove the bows but keep the lights up.
- This would 1. Help to demarcate the boundaries of the BID. 2. Add some extra light to Melrose which is commonly said to be dark and foreboding at night. 3. Add a vibrancy to the street that is missing at the moment.
- New mesh 'sheets' only cost \$30, so if they break throughout the year, they can easily, and affordably, be replaced.
- If we proceed, all we'll have to do for the next two years is add bows at holiday time.

